

Branded Environments

YOUR BUILDINGS = YOUR BRAND

CENTER FOR THEATRE AND DANCE



BRANDED ENVIRONMENTS

bring ideas and messages to life for your unique spaces.

Words and images can convey special meaning and purpose. **When used together, architectural and environmental design can be powerful.** Whether you are trying to enhance your space visually, strengthen your brand identity, or deliver a specific message, our in-house design team uses a wide range of media to carefully communicate your unique point of view.

THE PETRICK IDEA CENTER



Branded environments use a cohesive collection of graphics to visually connect the spaces within your facilities. The use of graphics transforms spaces into personalized, user-specific environments. Growing from the graphic design and print world, the idea of custom wall covering and installations for public space became readily available with the growth of digital and 3D printing.

Effective brand marketing can give consumers compelling reasons to **choose you over the competition.**

1 EQUITY

Equity ensures facilities are meeting the internal and external needs of their audiences fairly across multiple facilities, providing a sense of cohesion and quality.

2 STANDARDIZATION

By standardizing messaging, materials, and finishes, facilities can be efficiently maintained and sustained over the decades.

3 EXPRESSION

Use your buildings as a tool to tell your brand story, inspire and retain those that use it, and help you stand out in a crowded marketplace.